

# 2021 OPEN ENROLLMENT PERIOD 8

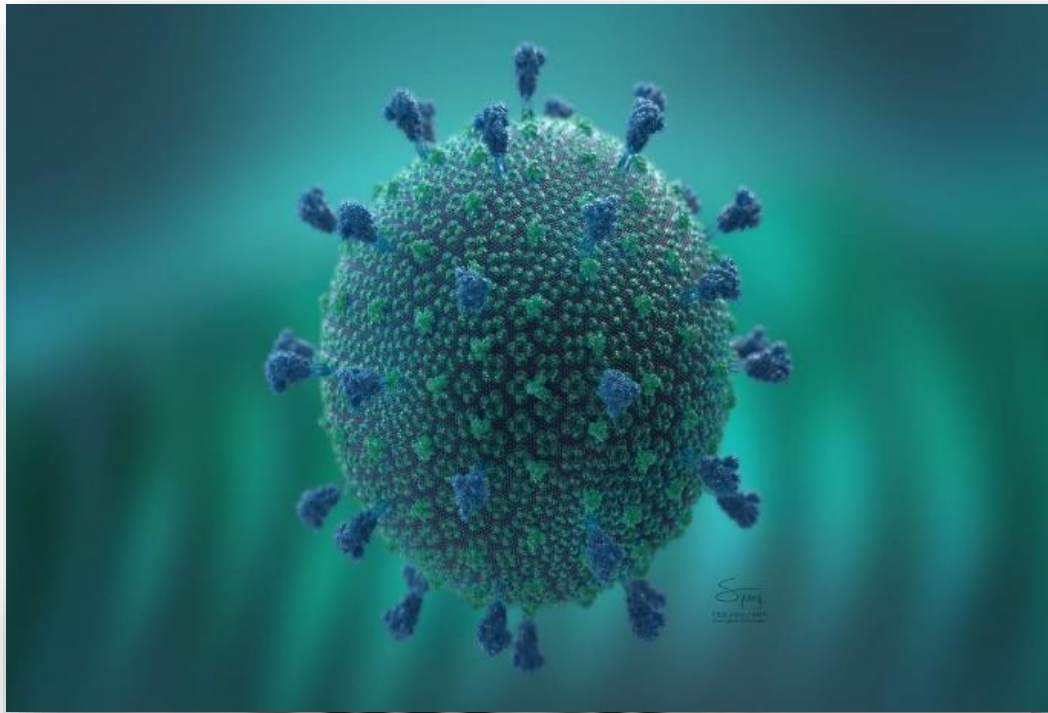
(Nov 1- Jan 31)

## Communications, Marketing and Outreach Plan

Presented at the  
DC Health Benefit Exchange Authority Executive Board Meeting  
Wednesday, September 9, 2020



Since 2013, the DC Health Benefit Exchange Authority (DCHBX) has mounted aggressive communication, marketing and outreach plans to reach the District's uninsured and to enroll them in quality health insurance.



# A NEW REALITY

The presence of the COVID-19 pandemic has forced the world to confront a new reality which is transforming life in many ways.





# VIRTUAL REALITY



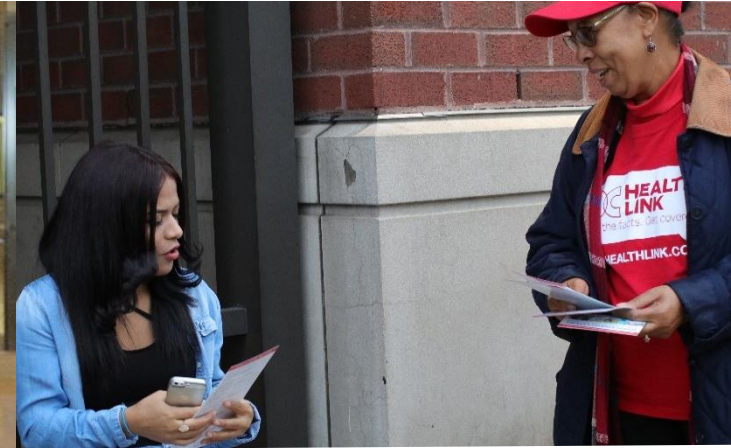
While the impact of the COVID-19 pandemic will mandate creative changes in our education, outreach and enrollment approach, DC Health Link remains COMMITTED and CONFIDENT in mounting strategically customized and multifaceted virtual strategies.

# THEME



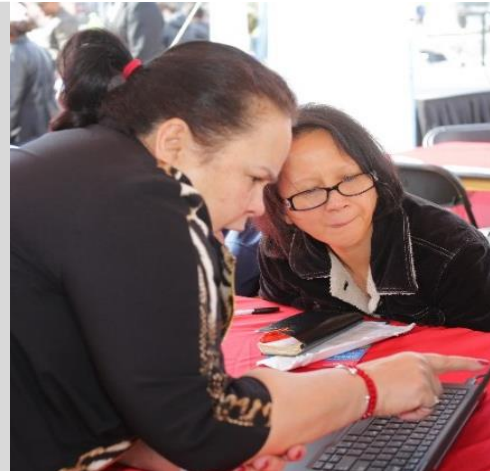
**“Get Covered. Stay Covered.”**

# TARGET AUDIENCES



**NEWCOMERS**  
to market  
due to loss of  
job-based  
coverage

**The Uninsured**  
**Existing**  
**Customers**  
**Non-Renewals**  
**New Residents**



**DIVERSE COMMUNITIES**  
African Americans/Africans  
Asian Americans & Pacific Islanders  
Hispanics/Latinos  
Millennials & LGBTQ





# The Basics of OEP 8 Messaging

## **AFFORDABILITY**

- Low cost – free
- Financial Help
- Get more for your \$ Essential Benefits

## **NEED**

- Do Not Go Uninsured
- We Are Here to help
- Free COVID testing, diagnosis and treatment
- Standard Plans to cover most medical services

## **HELP**

- Free Expert Virtual Help
- Quick & Easy Enrollment
- OEP Deadlines



# OUTREACH STRATEGIES





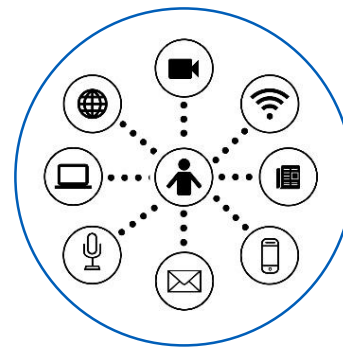
# STRATEGIES



Partnerships/  
Influencers



Virtual /Digital  
Outreach/Events



Multimedia  
Outreach



Testimonials &  
Consumer  
Success Stories

***Open Enrollment Period 8***

# STRATEGIES

- Government agencies
- Educational Entities
- Community Organizations
- Faith -Based Institutions
- Influencers
- New and Revised Partnerships

# PARTNERSHIPS





# STRATEGIES

Kick-off & Community Enrollment Day  
One Touch Enrollment Events  
Enrollment Weeks of Action  
Season of Thanks Campaign  
Season Of Giving Campaign  
New Year New You  
24 Hr. Marathon  
Enrollment Deadlines

VIRTUAL  
OUTREACH  
EVENTS

# STRATEGIES

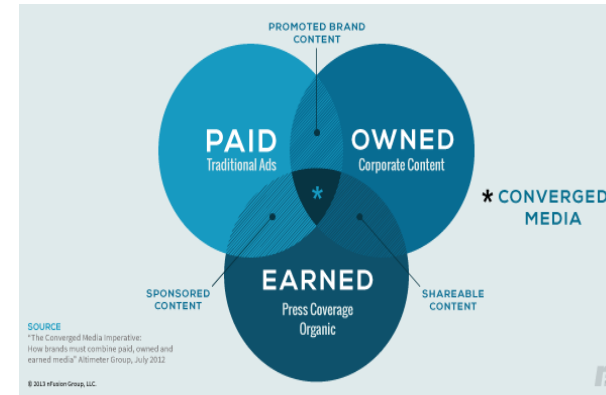


PRINT  
Community  
Newspapers



BROADCAST  
Television  
Radio

# MULTI-MEDIA



PAID &  
EARNED  
MEDIA



METRO ADS  
Print  
Digital



# STRATEGIES

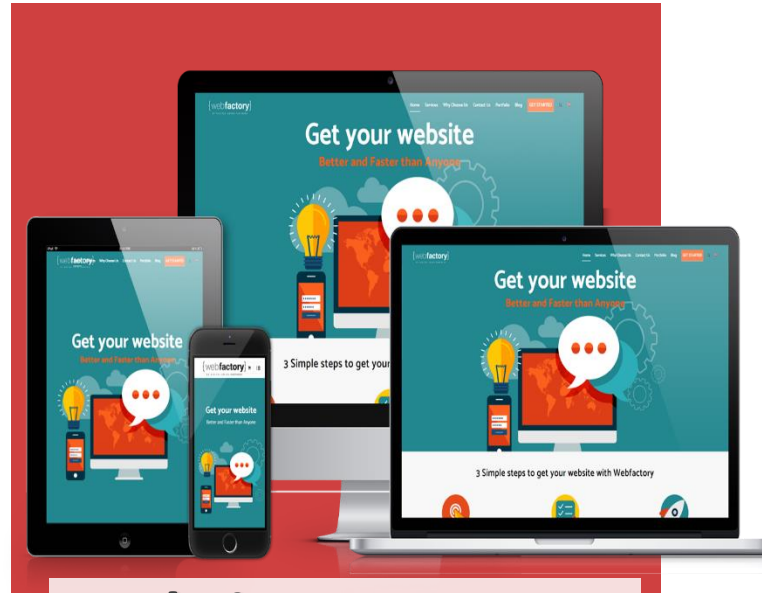
## DIGITAL OUTREACH



**Geo-fencing to  
Targeted Audiences**



**SMS Text Messaging**

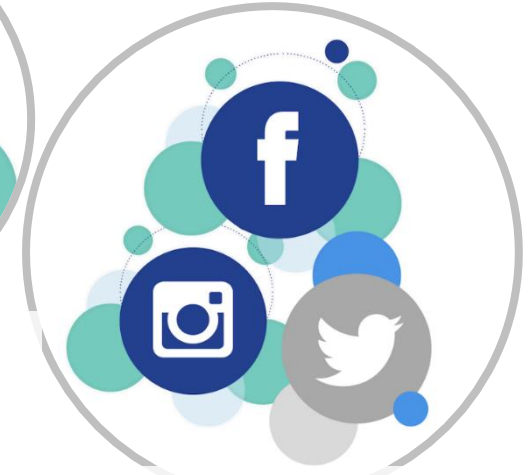


**Website**

- Designs
- Banner



**Email blasts**



**Social Media Platforms**

- Facebook
- LinkedIn
- Snap Chat

Twitter  
InG  
YouTube

# - Digital Media & Marketing Strategies



## Moviegoers Digital Outreach and Drive-ins

- Smart phones & other mobile devices
- Smart TVs and Apps as they stream!
- Hulu, Netflix



## Digital Ads

- Spotify
- Gaming Sites
- Google Play
- Pandora
- Apple Music



## Podcasts

- Gaming Sites
- Facebook
- Instagram
- Bing Ads





# STRATEGIES

## Branding and Promotion Advertising Items

### MASKS



# STRATEGIES – Testimonials

## SUCCESS STORIES

### What Small Businesses are Saying About DC Health Link

baked by yael

GEORGETOWN  
PLANO BAR

GOOD SHUFFLE

COMPASS  
COFFEE



HUGH & CRYE



GOOD SHUFFLE

Goodshuffle is all about making things speedy and efficient in the world of event rentals. So, we appreciate that DC Health Link makes getting our team the health coverage they deserve a quick, straightforward experience. DC Health Link's small business team is always available to answer questions and guide us through enrollment. As a result, we can focus more time on growing Goodshuffle and helping our customers.

**Andrew Garcia**  
CO-FOUNDER, GOODSHUFFLE







# THANK YOU



DC Health Benefit  
Exchange Authority